



City of Los Altos  
**DOWNTOWN VISION**

# Los Altos Downtown Vision

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LOS ALTOS CITY COUNCIL HEARING | MARCH 14<sup>TH</sup>, 2017

# Presenters

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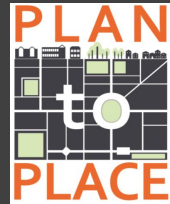
**Debbie Rudd**

RRM Design Group



**Dave Javid**

Plan to Place



**Bill Lee**

Land Econ Group



LAND ECON GROUP



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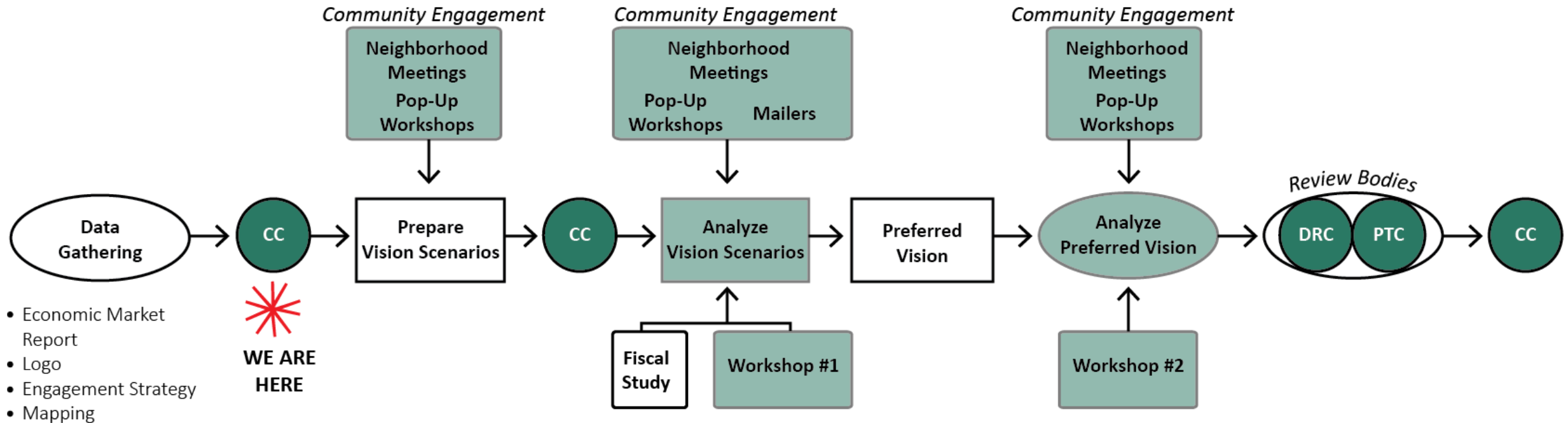
# Tonight's Agenda

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1. Community Engagement Process
2. Economic Vitality Strategy Options
3. Downtown Vision Scenarios Discussion



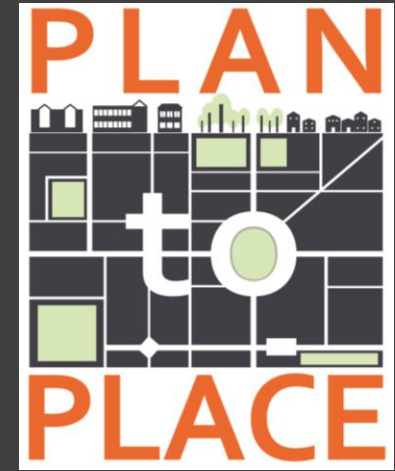
# Process Graphic



# Community Engagement Process

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DAVE JAVID – PLAN TO PLACE



# ENGAGEMENT PLAN | Objectives

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- Provide access to a wide range of individuals, targeting all areas and demographics in Los Altos, to engage those that are typically not involved;
- Educate the community about the purpose of the Downtown Vision Plan and clearly describe the process, impacts, trade-offs and benefits of vision scenarios;
- Engage the community at key milestones throughout the planning process; and
- Gather input that will inform the preparation of a Vision for the Downtown area and the land use strategies that support it.



# ENGAGEMENT PLAN | Activities

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Utilize a variety of engagement methods (e.g., face-to-face, online and mailers)

- Focus Group Meetings
- Online Engagement (Project Website and Open City Hall)
- Surveys (online and hard copy)
- (2) City Council Study Sessions
- Kick-off Event
- (2) Community Workshops
- (5+) Pop-up Workshops / Neighborhood Meetings
- Community Group Meetings
- Public Hearings (DRC, PTC, CC)



# Upcoming Engagement Events

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- **PROJECT KICK-OFF EVENT IN DOWNTOWN LOS ALTOS!!!**  
*End of March or beginning of April*
  - Share, Listen and Discuss
  - Gather input through hands-on exercises and surveys:
    - ***How do you experience Downtown Los Altos? What are the key assets that should be preserved/enhanced?***
    - ***What does vibrancy in the Downtown area mean to you? What are opportunities for improvement?***
- **OPEN CITY HALL/PEAK DEMOCRACY ON-LINE SURVEY**





# Upcoming Engagement Events

- **POP-UP WORKSHOPS / NEIGHBORHOOD MEETINGS THROUGHOUT THE COMMUNITY**
  - Easter Egg Hunt @ Main + State (April 8<sup>th</sup>)
  - South Los Altos – Grant Park (April)
  - Los Altos First Fridays (April)
  - City Hall + Libraries (April/May)
  - Youth sporting events (April/May)
  - Farmers Market (June)
  - Art & Wine Festival (July)





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# Questions?

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LAND ECON GROUP

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# Economic Vitality Strategy Options

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BILL LEE— LAND ECON GROUP



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# Questions?

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